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## **GSA URBAN CENTER NEWS**

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"I think we'll be better satisfied as a nation if we can look with pride at the buildings constructed with public funds and know that those buildings are functional as well as handsome, that they contribute to the appearance of the city in which they're located and the uses of the community itself."

-- Justice Sandra Day O'Connor  
Keynote Address, GSA Design Awards, March 2001

To Our Federal and Community Partners:

This regular ENews is designed to highlight some of GSA's projects and activities from across the country, especially those designed to bring greater activity to our federal buildings. We invite you to share in our efforts and we encourage your feedback and input. Thanks for your support.

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## **REGIONAL NEWS**

### **GSA Plays "Place Game" with 300 in Denver**

Attendees at GSA's Western Regions Conference 2001 went outside and played the "Place Game" at several plazas in downtown Denver on August 15. This evaluation tool - which encourages people to observe the comfort, image, uses, and activities of public spaces, then suggest improvements - introduced 300 employees from GSA's four westernmost regional offices to a new way of observing and assessing spaces such as the public plazas outside of many federal buildings and courthouses. The game was led by Fred Kent, President of Project for Public Spaces (PPS), a nonprofit organization that works to create and sustain public places that build communities, and a partner with GSA on a handful of projects around the country. Small groups of conference attendees conferred to come up with visions for the observed spaces and made presentations to a panel of judges from the Denver City Council, the U.S. District Courts, and PPS. GSA's Rocky Mountain Region will forward the groups' work to the City of Denver. For more information, contact Frank Giblin on (202) 501-1856.

### **Feiner Leads Panel on Design Excellence**

GSA's Chief Architect, Ed Feiner, led a breakout session on Design Excellence at GSA's Western Regions Conference on August 15. Feiner's presentation and discussion centered on how design excellence and its award-winning courthouses and federal buildings go hand-in-hand with the First Impressions (a program designed to enhance the public's perception of GSA and the federal government by improving the appearance and efficiency of GSA buildings) and urban development programs that he also oversees. On the panel with Ed were Al Camp, national First Impressions champion, and Frank Giblin and Edward Giefer of the Chief Architect's urban development team. For more information, contact Edward Giefer on (202) 219-2355.

### **GSA is Good Neighbor to the YMCA in Youngstown**

GSA's Great Lakes Region has signed a license agreement that allows the Youngstown (Ohio) YMCA to use a 3000 square foot parking area on the site of a new U.S. courthouse GSA is constructing downtown. The revokable, two-year license provides that the YMCA, which is located across the street from GSA's site, is responsible for maintaining the lot and for any necessary improvements. The



cost to the YMCA is \$1.00 annually. The YMCA plans to use the lot for parking for its employees and members. For more information, contact Crofton Whitfield on (312) 353-4846.

#### **Historic Milwaukee Federal Building Hosts Art Museum Fund Raiser**

GSA played host to this year's Bal du Lac, the Milwaukee Art Museum's big fund raiser, in the historic 1899 Milwaukee Federal Building and Courthouse. Special exterior and interior lighting for the event accentuated the building's dramatic design. The Federal Building is becoming an events hotspot, and the May ball was just one of several events held there in 2001. Staff in Milwaukee is focusing on ways for GSA to be a strong civic partner by continuing to seek ways for people to use this community treasure, including the preparation of a facilities user guide for the public. For more information, please contact Jeffrey Claassen on (414) 297-1839.

#### **GSA Project Manager Receives Key to City of Ogden**

On June 28, the Mayor of Ogden, Utah, presented the key to the city to GSA's Rocky Mountain Region Realty Specialist Tammy Eatough in a recent ceremony. Eatough and the Region were commended for working to help revitalize the downtown Ogden area, specifically in bringing an Internal Revenue Service Customer Service office to the city. GSA and IRS are partnering with the city, the State Historic Preservation Office, and the Utah Heritage Foundation in this effort. The new office will be attached to a restored, historic warehouse by a glass lobby. Once the project is completed, GSA will lease the space for the IRS. For more information, contact Sally Mayberry on (303) 236-7675, ext. 226.

#### **Design Workshop for Plaza Enhancements Held by GSA in Springfield**

Frank Saviano and Justin Hollander of GSA's New England Region held a design workshop on June 13th at the Federal Building in Springfield, Massachusetts, to discuss proposals to enhance the plaza surrounding the building. The broad mix of participants included Oak Point Associates, the project's architect, city officials, representatives of the Pioneer Valley Transit Authority, the National Park Service, and the local business improvement district, tenants from the Federal Building, Project for Public Spaces, and Frank Giblin from GSA's Office of the Chief Architect. GSA expects renovations to take place within the next two years. For more information, contact Frank Saviano on (617) 565-5494.

#### **Summer Sounds in San Francisco, Courtesy of GSA**

This summer GSA's Pacific Rim Region and San Francisco's Market Street Association are hosting a series of concerts at two of GSA's downtown federal buildings. The events are part of GSA's initiatives to invite the community and federal tenants to enjoy the public spaces surrounding the buildings. Performers include local and ethnic artists, school children, and senior citizen organizations. The response has been great. GSA is also working to encourage the public's use of the conference center on the 2nd floor of the Phillip Burton Federal Building and U.S. Courthouse, something that GSA is trying to more of nationwide. For more information, contact Patrick Vasco on (415) 436-7948.

### **NATIONAL NEWS**

#### **New Commissioner Moravec is Good Neighbor at National Conference of FEBs**

On July 18, new Public Buildings Service Commissioner F. Joseph Moravec addressed the annual conference of Federal Executive Boards (FEBs) on GSA's Good Neighbor program. Convening in Washington, DC, the conference brought together the leadership of Federal Executive Boards and Associations from nearly 100 cities. FEBs are presidentially-charted organizations that promote community-wide interagency and community collaboration, and they comprise the leadership of all federal agencies in a community -- that is, GSA's customers. The Commissioner discussed GSA's work to make positive contributions to communities through its real estate activities by making strategic design and location decisions, collaborating with local partners, and making our buildings active and inviting. Using several case studies, Moravec emphasized that these activities support GSA business goals and customer agency missions, and that customer support for these efforts is vital. For more information, contact Frank Giblin on (202) 501-1856.

[Please email questions, comments or contributions to Edward Giefer at [edward.giefer@gsa.gov](mailto:edward.giefer@gsa.gov) or call (202) 219-2355.]